

ANNUAL REPORT 2020

MADE BLUE FOUNDATION



MADE BLUE



WATER IS THE BASIS



Water is the basis for a healthy and productive existence.

But what if the nearest water is 6 kilometers away?

Then the whole day is all about getting water.

Working or going to school is not an option.

For 1 in 10 people, this situation is permanent.

They are trapped in a poverty trap that is relatively easy to break, with water.

1,400

Children die every day
from polluted water

Fetching water all day?

This is no exception for many
women and girls in developing
countries.



785,000,000

people still don't have
access to clean drinking water
that is 1 in 10

(source: World Health Organization)

THAT IS WHY WE MAKE WATER FROM WATER



Clean drinking water for all, that is our mission.

We do not achieve this by holding up our hand,
but by linking water to the products and services
of our ambassadors.

At work

our water coolers provide
cold and sparkling water and
1,000,000 liters of clean
drinking water per machine.





In hospitality

every bottle or carafe of
MADE BLUE Water realises
1,000 times as much clean
water, again and again.

In One Litre for One Litre

companies like Quooker
balance their water
consumption or savings
with the same amount of
litres of drinking water.



With smart products
like a foldable packaging
and prefilled, reusable
bottles we realise even
more water and reduce CO₂.



And with sustainable bottles

we always provide 1,000
times the contents as save
drinking water while reducing
a lot of plastic waste.

2020



This year was of course dominated by the Corona crisis.
That only makes it even more clear how important
access to clean drinking water and hygiene is:

How should you wash your hands without water or soap?

We are pleased that, despite the impact of Covid-19
on our hospitality ambassadors in particular, we have been
able to make a major contribution to our mission:
clean drinking water for everyone.

Fortunately, the negative impact on our water projects
has remained very limited and behind the scenes
we have been able to spend our time well by working on
various new developments.

We are therefore proud of our new meter reading.

We also look forward to a very nice 2021 in which we will
expand internationally and fully resume our growth
from 2019.



Another impact journey?

As soon as possible,
we want to visit our project
in Tanzania or Ethiopia.

Looking forward

The demand for good water in
hospitality is still increasing.

Water with a durable or reusable
packaging is also popular and
there is a demand for public
tapping points.

We already have solutions
for all these areas, so we are
completely ready for the future!



**Our newest product: an
affordable, reusable bottle
for hotels and vending!**

109,581 PEOPLE



Together with more than 350 ambassadors,
we invest in water projects of local partners.
We have already achieved access to drinking water
for more than 109,000 people.

But we are far from there! And that is why we continue.

Will you join?



Thanks to our ambassadors
who contribute to our mission in
a tangible and transparent way.



From multinationals to SME's

More and more organisations
choose MADE BLUE.

7,999,461,610

liter schoon drinkwater is door
MADE BLUE gerealiseerd

(meterstand: Wereld water Dag 2021)

2020 IN NUMBERS



Result of the foundation	2020	2019
Donations:	361,284	416,755
Expenditure according to target:	489,748	329,177
Personnel costs:	67,767	51,724
General costs:	7,239	3,770
Financial costs:	706	730
Result:	- 204,176	31,353

Expenditure according to target:	2020	2019
Drinking water for minorities:	143,347	134,571
Water, everybody's business:	100,000	100,000
The water vending machines:	100,000	23,607
WASH in and around schools:	150,000	
Golden neighbourhoods on Java:		60,000
Research:		10,000
Other:	5,401	1,000
Total:	489,748	329,177

BALANCE SHEET



Assets:	2020	2019
Debtors:	74,187	70,447
Other receivables		
and accrued income:	233,336	281,063
Cash and cash equivalents (bank):	351,366	211,763
Total:	658,889	563,272

Liabilities and equity:	2020	2019
Capital:	301,205	505,381
Debts to Suppliers:	49,378	51,220
Taxes and premiums:	2,013	2,020
Other debts		
and accrued liabilities:	306,292	4,651
Total:	658,889	563,272

IMPACT TRIP ETHIOPIA

With some of our top ambassadors
we traveled to our water project in Ethiopia.

Photography: Anne Harteman - www.anneharteman.nl



Our ambassadors wanted
to see how their donations
are spent with your own
eyes. That is why we took
them to our project in
Ethiopia.

There they could
experience the impact of
our project, but also its
necessity.

School children

Water at school ensures that girls in particular go to school more often.



Local communities

In every project we involve the local people to manage the water supply.

Fetching water

A water supply is safe water nearby, but not a tap in every house as we are used to.



Water reservoir

To obtain water pressure, a reservoir is placed on the roof of a building.

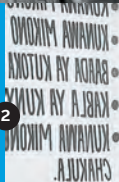
OUR PROJECTS



1

Ethiopia

Water kiosks in slums of large cities



2

Tanzania

Water Vending Machines with a revenue model



Vietnam

Drinking water for
disadvantaged
minorities

3



Senegal

Drilling new water
sources at great
depth

4



Bangladesh

Water, sanitation
and hygiene in
rural areas

5



Kenya

Clean drinking
water for the Masai
in remote areas

6





MAKING WATER EVERYBODY'S BUSINESS

In this project we not only install water points, but we also strengthen cooperation between the community, local government and businesses.

In addition, the slum residents learn how to set up and manage facilities such as drinking water points, toilets and showers themselves. They also learn to hold the local government to account for its responsibilities.

1

Ethiopia:
Addis Ababa,
Adama and Awash

140,000

People eventually get
access to safe water.



**"Just like our foundation,
this project is based on
entrepreneurship to
achieve sustainable
results."**

How?

In the slums of Ethiopian cities such as Addis Ababa, there is a great lack of clean drinking water, sewage systems and garbage collection services.

This causes health problems, especially for young children.

That is why we also provide the right knowledge about good hygiene and safe use of water.

We do this together with local teams of young people and women in particular.



THE WATER OF FATEMA



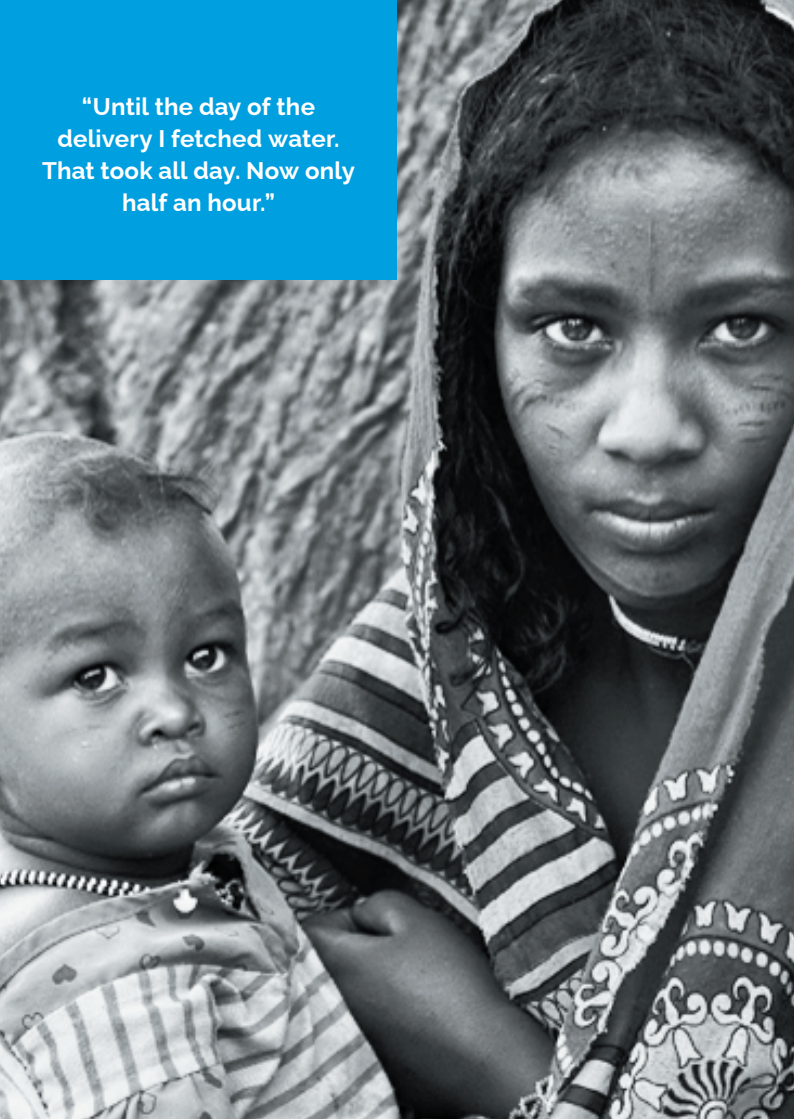
The heavily pregnant Fatema would do anything to provide her children with clean drinking water. "I couldn't risk my kids drinking polluted water. The chance of diarrhea or even death is too great."

And so, until the day of her delivery, Fatema walked four kilometers every day to the water pump in the adjacent village. She often had to wait there for hours until all the inhabitants of that village had fetched their water. When it was busy, she sometimes even had to return home with an empty jerry can in the evening.

The repair of the water pump was therefore greeted with joy by Fatema and her fellow villagers. Fatema is incredibly happy. "My children can drink water safely and can go to school every day because they are not sick."

In Africa, drinking water is often life-threatening. When we are thirsty, we walk to the tap, fill our glass and take a sip of water. A simple action that we don't even think about anymore. How different that is for millions of people in Africa!

"Until the day of the
delivery I fetched water.
That took all day. Now only
half an hour."





WATER VENDING MACHINES IN TANZANIA

Said developed a smart system that provides safe water with the help of solar energy: the water vending machine.

After a successful pilot in Nugototo Village, he wants to expand his work to Ngomai. With this he reaches 7,000 people. But that is not his end goal. His mission is the same as ours: clean drinking water for everyone!

2

Tanzania:
Nugototo (Dodoma region)
and Ngomai

INNOVATION

Water taps with online
monitoring and even commercials



“This project has become a flywheel for the water supply throughout Tanzania. The government sees it as best practice.”



How?

The unique thing about the water vending machines is that they are monitored remotely. In this way there is always insight into the use and immediate action can be taken in the event of a defect.

The local population pays a small contribution for the water by means of tokens so that maintenance is guaranteed. Lighting at the machine ensures that it is also safe at night.

Instructions are given through sound clips, so that music and commercials can now also be heard. In this way the machines become gathering places for the local population.

A stylized world map is shown in the background, rendered in two shades of blue. The landmasses are a darker blue, while the oceans are a lighter blue. The map is centered and occupies most of the frame.

350+
AMBASSADORS

**IN MORE AND MORE COUNTRIES
CONTRIBUTE TO OUR MISSION**

Initial™

L'ORÉAL

NOVOTEL
HOTELS & RESORTS

Quooker®

SAMSUNG

HMS
HOST

M MAAS
THEATRE COMPANY ROTTERDAM

BW Best
Western

heijmans

CWS

hotelgift

TENNANT

THE
STUDENT
HOTEL

RAMADA
Amsterdam Airport Schiphol

BIRD
BREWERY

ambius

Vaad

ARION
simply smile

Westerveld

MÖVENPICK
HOTELS & RESORTS

O2

Eurest

i-team®

Blycolin

IN HOSPITALITY

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Donate a fixed amount per month for a MADE BLUE water cooler and glassware. Then you always provide 1000 times as much clean drinking water. We are usually cheaper than spring water, but a lot more sustainable and with much more impact.



## Spring water or tap water?

Spring water is no more than water from a well that has been bottled elsewhere. That can also be the mains. Did you know that you shower in Utrecht with a well-known brand of spring water? The quality is therefore the same (or less) than tap water, but there is a lot of transport and waste involved.

To make your own spring water you really only need bottles and a tap. However, if you want to be able to offer chilled and sparkling water, you need a water cooler (water machine) for this.

This cooler cools the water that comes out of the pipe, filters it and if necessary adds carbon dioxide to it to make sparkling water.



## 700 litres

Is enough for a family  
to drink, cook and  
wash for a week.



## Why pay?

We deliberately do not ask  
entrepreneurs to put our  
water on the table for free or  
nearly nothing.

We want to be an attractive  
alternative to spring water,  
also financially.

Only then can we count on  
entrepreneurs to continue to  
donate to us on a structural  
basis.

**"No more overflowing  
glass container and  
perfect quality."**

**Restaurant LaStage\***



# AT WORK

Donate a fixed amount per month and enjoy chilled and sparkling water at work from a MADE BLUE water cooler. That is not only tasty, but also sustainable. In addition, you provide 1,000,000 litres of clean drinking water per machine.



## Rather water than coffee

Does pure water hydrate better than coffee and tea? No, evidence has not been found for this yet.

It's true that caffeine intake makes you expel more urine, but this doesn't outweigh the hydration benefits of the water in the drinks themselves.

Caffeinated drinks have been linked to things like stomach upset, increased heart rate and insomnia.

Water is also much better for your energy level. Coffee (and tea with sugar) causes an energy peak, followed by an inevitable dip that makes us want to drink even more coffee.



**1,000,000 litres**

Make 136 people  
drink with you.



### **For every situation**

Water coolers come in various shapes and sizes: surface-mounted, built-in and freestanding. There is a suitable cooler for every workplace.

There are even coolers that also offer hot water or the choice between slightly and strongly sparkling water.

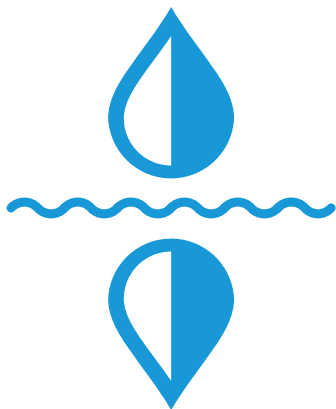
**"A treat for employees  
and a nice image for  
visitors."**

**Niels Droger, Nedelko**



# ONE LITRE FOR ONE LITRE

Mirror the water consumption or the water savings of your product, service, customer or organization with just as many litres of clean drinking water in our program: one litre for one litre.



## Tangible and transparent

With one liter for one litre you make very tangible what impact you make and where. Moreover, it is clearly linked to your product, service or organization.

We support you to communicate your contribution to our mission. We go much further than others. For example, you

receive a certificate every year and you can also hand out sub-certificates to your customers.

For every 30 cents, we guarantee to make 1,000 litres of water available in projects that we are sure will last 10 years or more. This is how we work on clean drinking water for everyone!



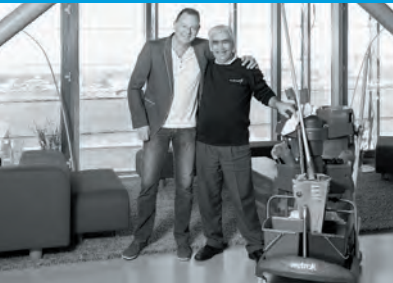
**30 cents**  
is needed to balance 1,000  
litres of water savings

"In this way we emphasize  
how sustainable our  
product is."

Vincent Gielen, Tennant



Join CWS, Eurest, Fokker  
Terminal, **Hotelgift**, Initial, MAAS,  
Mövenpick, **Quooker**, **Vebego**  
and many others!





# TO GO

Go for refillable bottles made of sustainable materials or opt for smart disposable packaging. We always have a solution for you and always provide 1,000 times the content of clean drinking water in developing countries.



**Bio-bottles** are affordable, can be printed all around, are made in Holland and are 100% BPA free.



Tough or stylish **stainless steel bottles** can be printed or engraved and are also available as a thermos bottle.

"Our customers see  
how we work on  
sustainability and  
advertise for us."



These refillable bottles are  
fully customizable,  
**pre-filled** and made from  
100% recycled PET.



Use **Pop-up cups** as  
single-use packaging  
with minimal waste volume but  
with maximum printable surface.





# FRANK

Co-founder  
MADE BLUE



MADE BLUE

## ENTREPRENEURIAL CHARITY



"We are on a mission: clean water for all.  
That is why we make water from water!"

We are not doing this by holding up our hand, but by offering added value in the form of water coolers, for instance.

In this enterprising way we manage to get donations from more than 350 ambassadors coming back every year."

At the end of 2014, Frank founded the MADE BLUE Foundation together with Robin and Machiel. The trio had already been through a lot in previous adventures with sustainable beef, second-hand clothing stores and CO<sub>2</sub> offsetting.

Everything on blue became the new motto. It was high time to address the world's

most important problem: the lack of access to clean drinking water.

MADE BLUE started by mirroring the water footprint of large companies. Later on, water was added to the catering industry. MADE BLUE now also supplies water coolers to various offices and offers sustainable and reusable bottles.

"It moves me to see that so many people are still trapped in a poverty trap due to a lack of safe drinking water.

And that while in developing countries it is relatively much cheaper to make water available than here in our watery Netherlands."



### **Team BLUE**

"Our team is always on the go to find new ambassadors."

# OUR POLICY



We only select water projects from reliable local partners where maintenance and education is also guaranteed, preferably working with people from the local community.

With a small team, we incur as little costs as possible to make the most impact in the countries where we work.

We work as transparently as possible.



Stichting  
MADE BLUE Foundation  
Eikenlaan 41  
3831 XE Leusden

[www.madeblue.org](http://www.madeblue.org)

## **More than we promise**

We measure our results. As it turns out, we often realize many more liters than we promise and that means we reach more people with clean drinking water.

Stichting MADE BLUE Foundation  
is recognized by the tax authorities as

*Algemeen Nut  
Beogende Instelling*  
**ANBI**

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RSIN number: 8545.63.933

[www.madeblue.org/en/foundation](http://www.madeblue.org/en/foundation)

## BOARD



**Machiel van Dooren**

Co-founder  
MADE BLUE



**Annette van Waning**

Former CSR-  
manager of the year,  
founder of Cairos



**Carolien Gadella**

Director of Voor Goed  
and founder of  
Double Purpose



# CONTRIBUTE TO CLEAN WATER

## Fundraising

Collect money for MADE BLUE during a sporty or relaxed event. Find us on Pifworld.nl



## One litre for one litre

Link a product or service to a tangible number of litres of clean drinking water, just like Hotelgift, Quooker and others.

## MADE BLUE Water

Choose our water coolers or sustainable bottles and enjoy the best water for the world at work or in hospitality.







**Scan this QR code and  
donate 2 euros to give  
one child a year of water  
at school.**

Or go to:  
[madeblue.org/en/donate](https://madeblue.org/en/donate)





MADE BLUE



what can you do to  
**#makeitblue**

[madeblue.org](http://madeblue.org)